

# Performance Indicators Setup for Reseller Network

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Subject: Performance Indicators Setup

Dear [Reseller Name],

We are excited to establish a set of performance indicators to effectively monitor and enhance our reseller network. The following indicators will be instrumental in assessing performance and driving growth:

## Performance Indicators

- **Sales Volume:** Measure total sales generated by each reseller.
- **Customer Acquisition:** Track the number of new customers acquired through the reseller network.
- **Customer Retention Rate:** Assess the percentage of repeat customers.
- **Market Penetration:** Analyze the reseller's share within the target market.
- **Compliance Rate:** Evaluate adherence to company policies and guidelines.

These indicators will not only help in evaluating the current performance but also guide future strategies for improvement. We encourage your feedback on these measures and look forward to collaborating closely to optimize our partnership.

Thank you for your continued support!

Best Regards,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]